

Station WAVY-TV NORFOLK, VA. Agency () CROSSROADS MEDIA Rep Firm) PHILADELPHIA

Advertiser () CROSSROADS GPS 66 CANAL CENTER PLAZA, SUITE 555 Sales Office ()

Product Crossroads GPS ALEXANDRIA, VA 22314 Salesperson () ANJIE BRADY

Estimate# 984 Agency C/P1/P2/E 12/11/984 Salesperson Phone# 215-567-6005

Buyer Stephanie Maroney Flight Dates 09/14/2012 - 09/23/2012 Salesperson FAX# 215-567-5938

Phone# Hiatus Weeks

Fax#

-- CONTRACT COMMENT --
SC=*

-- REMARKS --
THIS IS A NEW CONTRACT
TOTAL 112,800
PLS CONFIRM ASAP
THANKS, ANGELA

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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	1	F	6A-7A	WAVY NEWS 10 TODAY @ 6AM	:30	\$2,000.00	09/14-09/14	1	1	1	\$2,000.00	
	2	M	6A-7A	WAVY NEWS 10 TODAY @ 6AM	:30	\$2,000.00	09/17-09/17	1	1	1	\$2,000.00	
	3	TU	6A-7A	WAVY NEWS 10 TODAY @ 6AM	:30	\$2,000.00	09/18-09/18	1	1	1	\$2,000.00	
	4	W	6A-7A	WAVY NEWS 10 TODAY @ 6AM	:30	\$2,000.00	09/19-09/19	1	1	1	\$2,000.00	
	5	TH	6A-7A	WAVY NEWS 10 TODAY @ 6AM	:30	\$2,000.00	09/20-09/20	1	1	1	\$2,000.00	
	6	F	6A-7A	WAVY NEWS 10 TODAY @ 6AM	:30	\$2,000.00	09/21-09/21	1	1	1	\$2,000.00	
	7	F	7A-9A	TODAY SHOW	:30	\$2,000.00	09/14-09/14	1	1	1	\$2,000.00	
	8	M	7A-9A	TODAY SHOW	:30	\$2,000.00	09/17-09/17	1	1	1	\$2,000.00	
	9	TU	7A-9A	TODAY SHOW	:30	\$2,000.00	09/18-09/18	1	1	1	\$2,000.00	
	10	W	7A-9A	TODAY SHOW	:30	\$2,000.00	09/19-09/19	1	1	1	\$2,000.00	
	11	TH	7A-9A	TODAY SHOW	:30	\$2,000.00	09/20-09/20	1	1	1	\$2,000.00	

Showing Buylines: All Lines

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66 CANAL CENTER PLAZA, SUITE 555
ALEXANDRIA, VA 22314
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Hiatus Weeks

Rep Firm
Sales Office () PHILADELPHIA
Salesperson () ANJIE BRADY
Salesperson Phone# 215-567-6005
Salesperson FAX# 215-567-5938

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	12	F	7A-9A	TODAY SHOW	:30	\$2,000.00	09/21-09/21	1	1	1	\$2,000.00	
	13	SA	6A-7A	WAVY NEWS 10 SATURDAY @ 6AM	:30	\$500.00	09/15-09/15	1	1	1	\$500.00	
	14	SA	6A-7A	WAVY NEWS 10 SATURDAY @ 6AM	:30	\$500.00	09/22-09/22	1	1	1	\$500.00	
	15	SA	7A-8A	WAVY NEWS 10 SATURDAY @ 7AM	:30	\$800.00	09/15-09/15	1	1	1	\$800.00	
	16	SA	7A-8A	WAVY NEWS 10 SATURDAY @ 7AM	:30	\$800.00	09/22-09/22	1	1	1	\$800.00	
	17	SU	6A-7A	WAVY NEWS 10 SUNDAY @ 6AM	:30	\$500.00	09/16-09/16	1	1	1	\$500.00	
	18	SU	6A-7A	WAVY NEWS 10 SUNDAY @ 6AM	:30	\$500.00	09/23-09/23	1	1	1	\$500.00	
	19	SU	7A-8A	WAVY NEWS 10 SUNDAY @ 7AM	:30	\$800.00	09/16-09/16	1	1	1	\$800.00	
	20	SU	7A-8A	WAVY NEWS 10 SUNDAY @ 7AM	:30	\$800.00	09/23-09/23	1	1	1	\$800.00	
	21	SU	8A-9A	SUNDAY TODAY SHOW	:30	\$1,200.00	09/16-09/16	1	1	1	\$1,200.00	
	22	SU	8A-9A	SUNDAY TODAY SHOW	:30	\$1,200.00	09/23-09/23	1	1	1	\$1,200.00	
	23	SU	9A-10A	MEET THE PRESS	:30	\$1,800.00	09/16-09/16	1	1	1	\$1,800.00	
	24	SU	9A-10A	MEET THE PRESS	:30	\$1,800.00	09/23-09/23	1	1	1	\$1,800.00	
	25	F	12P-1P	WAVY NEWS 10 @ NOON	:30	\$300.00	09/14-09/14	1	1	1	\$300.00	
	26	M	12P-1P	WAVY NEWS 10 @ NOON	:30	\$300.00	09/17-09/17	1	1	1	\$300.00	
	27	TU	12P-1P	WAVY NEWS 10 @ NOON	:30	\$300.00	09/18-09/18	1	1	1	\$300.00	
	28	W	12P-1P	WAVY NEWS 10 @ NOON	:30	\$300.00	09/19-09/19	1	1	1	\$300.00	

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LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	29	TH	12P-1P	WAVY NEWS 10 @ NOON	:30	\$300.00	09/20-09/20	1	1	1	\$300.00	
	30	F	12P-1P	WAVY NEWS 10 @ NOON	:30	\$300.00	09/21-09/21	1	1	1	\$300.00	
	31	F	530P-6P	WAVY NEWS 10 @ 530PM	:30	\$1,800.00	09/14-09/14	1	1	1	\$1,800.00	
	32	M	530P-6P	WAVY NEWS 10 @ 530PM	:30	\$1,800.00	09/17-09/17	1	1	1	\$1,800.00	
	33	TU	530P-6P	WAVY NEWS 10 @ 530PM	:30	\$1,800.00	09/18-09/18	1	1	1	\$1,800.00	
	34	W	530P-6P	WAVY NEWS 10 @ 530PM	:30	\$1,800.00	09/19-09/19	1	1	1	\$1,800.00	
	35	TH	530P-6P	WAVY NEWS 10 @ 530PM	:30	\$1,800.00	09/20-09/20	1	1	1	\$1,800.00	
	36	F	530P-6P	WAVY NEWS 10 @ 530PM	:30	\$1,800.00	09/21-09/21	1	1	1	\$1,800.00	
	37	F	6P-630P	WAVY NEWS 10 @ 6PM	:30	\$2,000.00	09/14-09/14	1	1	1	\$2,000.00	
	38	M	6P-630P	WAVY NEWS 10 @ 6PM	:30	\$2,000.00	09/17-09/17	1	1	1	\$2,000.00	
	39	TU	6P-630P	WAVY NEWS 10 @ 6PM	:30	\$2,000.00	09/18-09/18	1	1	1	\$2,000.00	
	40	W	6P-630P	WAVY NEWS 10 @ 6PM	:30	\$2,000.00	09/19-09/19	1	1	1	\$2,000.00	
	41	TH	6P-630P	WAVY NEWS 10 @ 6PM	:30	\$2,000.00	09/20-09/20	1	1	1	\$2,000.00	
	42	F	6P-630P	WAVY NEWS 10 @ 6PM	:30	\$2,000.00	09/21-09/21	1	1	1	\$2,000.00	
	43	SA	6P-630P	WAVY NEWS 10 SATURDAY @ 6PM	:30	\$500.00	09/15-09/15	1	1	1	\$500.00	
	44	SA	6P-630P	WAVY NEWS 10 SATURDAY @ 6PM	:30	\$500.00	09/22-09/22	1	1	1	\$500.00	

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LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	45	F	7P-730P	ENTERTAINMENT TONIGHT	:30	\$1,500.00	09/14-09/14	1	1	1	\$1,500.00	
	46	M	7P-730P	ENTERTAINMENT TONIGHT	:30	\$1,500.00	09/17-09/17	1	1	1	\$1,500.00	
	47	TU	7P-730P	ENTERTAINMENT TONIGHT	:30	\$1,500.00	09/18-09/18	1	1	1	\$1,500.00	
	48	W	7P-730P	ENTERTAINMENT TONIGHT	:30	\$1,500.00	09/19-09/19	1	1	1	\$1,500.00	
	49	TH	7P-730P	ENTERTAINMENT TONIGHT	:30	\$1,500.00	09/20-09/20	1	1	1	\$1,500.00	
	50	F	7P-730P	ENTERTAINMENT TONIGHT	:30	\$1,500.00	09/21-09/21	1	1	1	\$1,500.00	
	51	SU	815P-1130P	SUNDAY NIGHT FOOTBALL (FTC 9/9/12)	:30	\$10,000.00	09/16-09/16	1	1	1	\$10,000.00	
	52	SU	815P-1130P	SUNDAY NIGHT FOOTBALL (FTC 9/9/12)	:30	\$10,000.00	09/23-09/23	1	1	1	\$10,000.00	
	53	F	11P-1135P	WAVY NEWS 10 @ 11PM	:30	\$2,000.00	09/14-09/14	1	1	1	\$2,000.00	
	54	M	11P-1135P	WAVY NEWS 10 @ 11PM	:30	\$2,000.00	09/17-09/17	1	1	1	\$2,000.00	
	55	TU	11P-1135P	WAVY NEWS 10 @ 11PM	:30	\$2,000.00	09/18-09/18	1	1	1	\$2,000.00	
	56	W	11P-1135P	WAVY NEWS 10 @ 11PM	:30	\$2,000.00	09/19-09/19	1	1	1	\$2,000.00	
	57	TH	11P-1135P	WAVY NEWS 10 @ 11PM	:30	\$2,000.00	09/20-09/20	1	1	1	\$2,000.00	
	58	F	11P-1135P	WAVY NEWS 10 @ 11PM	:30	\$2,000.00	09/21-09/21	1	1	1	\$2,000.00	
	59	SA	11P-1130P	WAVY NEWS 10 SATURDAY @ 11PM	:30	\$2,000.00	09/15-09/15	1	1	1	\$2,000.00	
	60	SA	11P-1130P	WAVY NEWS 10 SATURDAY @ 11PM	:30	\$2,000.00	09/22-09/22	1	1	1	\$2,000.00	

Rep Order# 6852013 Ver# 1 Status New Traffic Order# Printed: 09/13/2012 2:15 PM 5 of 6

EC'd Yes Last Received: 09/13/2012 12:16 PM

Showing Buylines: All Lines

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LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	61	SU	1130P-12A	WAVY NEWS 10 SUNDAY FOLLOWING S.N.	:30	\$2,000.00	09/16-09/16	1	1	1	\$2,000.00	
	62	SU	1130P-12A	WAVY NEWS 10 SUNDAY FOLLOWING S.N.	:30	\$2,000.00	09/23-09/23	1	1	1	\$2,000.00	
	63	F	1135P-1235A	THE TONIGHT SHOW	:30	\$500.00	09/14-09/14	1	1	1	\$500.00	
	64	M	1135P-1235A	THE TONIGHT SHOW	:30	\$500.00	09/17-09/17	1	1	1	\$500.00	
	65	TU	1135P-1235A	THE TONIGHT SHOW	:30	\$500.00	09/18-09/18	1	1	1	\$500.00	
	66	W	1135P-1235A	THE TONIGHT SHOW	:30	\$500.00	09/19-09/19	1	1	1	\$500.00	
	67	TH	1135P-1235A	THE TONIGHT SHOW	:30	\$500.00	09/20-09/20	1	1	1	\$500.00	
	68	F	1135P-1235A	THE TONIGHT SHOW	:30	\$500.00	09/21-09/21	1	1	1	\$500.00	

---REPORT TOTALS---

Report Totals: 68 / \$112,800.00

---SALES MONTHLY TOTALS---

Sep 12: 68 / \$112,800.00
Sales Totals: 68 / \$112,800.00
Station Totals: 68 / \$112,800.00
Lines not sent/rcld/rtrn: 0 / \$0.00

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--COMPETITIVE--

Market Totals	\$341,818	CATV 0%	WAVY 33%	WGNT 1%	WPXV 0%	WTKR 24%
		WTVZ 0%	WVBT 11%	WVEC 31%		

--COMPETITIVE COMMENTS--

COMPETITIVE IS ESTIMATED

Books NOV10, MAY11, ENOV11

Demos RA35+

-- CREDIT RISK --

CASH IN ADVANCE